

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #094931

Mr. E. Bush

MID-VALLEY CANDY

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Ed:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **45** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
3	Winston Filter Box	12300-24876
3	Winston Light Box	12300-22772

Product / Premium Arrival: **December 8, 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE: **0.8260**

SKU WT (w/o Product): **1.5000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$1,642.69**

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.70¢ 2-Pack Tear Tape
MID-VALLEY CANDY

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$84.00 (3 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALE : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

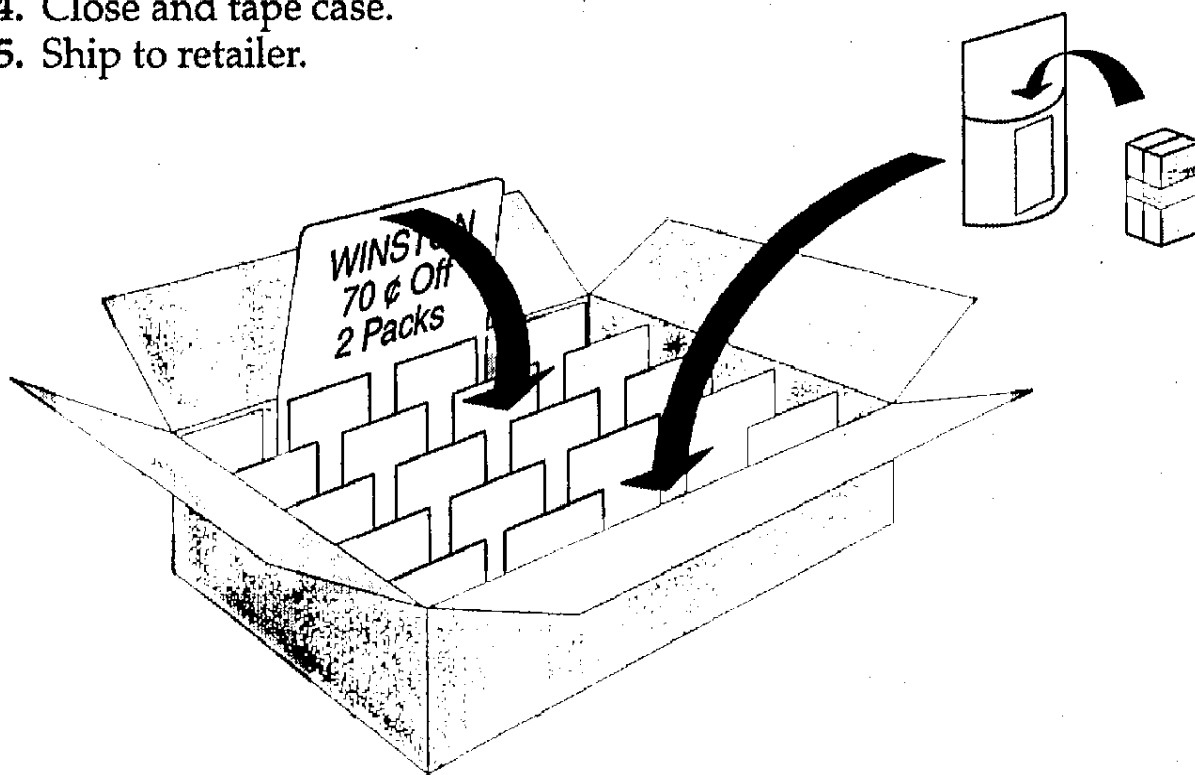
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162223	021980	RAINBOW MARKET	635 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717)586-2622
162204	162224	185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	1				(717)869-1287
162204	162223	185622	VALLEY FARM MARKET	STATE & MAIN ST	NICHOLSON	PA	18446	1			68379	(717)942-6944
162204	162224	269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	1				(717)265-2096
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1				(717)785-3553
162204	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717)586-3406
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	1				(717)281-9199
162204	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1				(717)587-2334
162204	162224	269970	MORRIS' MARKET	BOX 510, RT 6	WYALUSING	PA	18853	1				(717)746-3410
162204		434228	CJ'S RESTAURANT/MIN	RT. 247	CARBONDALE	PA	18407	1				(717)222-3201
162204	162224	666235	CREEDSIDE FOOD MKT	PO BOX 338	CAMPTOWN	PA	18815	1				(717)746-3900
162204		704825	FTS MANAGEMENT	RR 1 BOX 327A	DALTON	PA	18414	1				(717)563-1645
162209		472447	BIG CHIEF MARKET	816 POPLAR ST	MAYFIELD	PA	18433	1				(717)876-2612
162209		725273	MICHELLE'S CIGARS	1400 N WASHINGTON	SCRANTON	PA	18509	1				(717)344-4406
162209	162223	735459	CONVENIENT FOOD MAR	#3020	SCRANTON	PA	18504	1				(717)342-0372
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717)421-7580
162209	162222	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINES	PA	18350	1				(717)646-3818
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	2				(717)343-8991
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	2				(717)342-1214
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717)342-7472
162209	162223	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717)344-4001
162209		534737	PROPST BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	1				(717)876-2518
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	2				(717)969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1				(717)346-3004
162209	162223	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	1				(717)343-3393
162209	162223	763976	CONVENIENT FOOD MAR	#3031	SCRANTON	PA	18504	1				
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
162209	162221	895484	VILLAGE GROCERY	BUSINESS RT. 209	SCIOTA	PA	18354	1				(717)992-6557
162209		186087	GLINSKY'S DRUGS	1101 MAIN ST	HONESDALE	PA	18431	1				(717)253-9994
173806	173820	664252	BRENNANS TRUCK PLAZ	PO BOX 262	MIFFLINVILLE	PA	18631	1				(717)759-0695

PAGE BREAK TOTAL ACCOUNTS 34 TOTAL QUANTITY 37

TEMPLATE TOTAL ACCOUNTS 34 TOTAL QUANTITY 37

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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